



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 2, 2009

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Youth Watershed Education Program Contract With Art From Scrap

RECOMMENDATION:

That Council authorize the Parks and Recreation Director to execute a 12-month professional services contract with Art From Scrap (AFS) in the amount of \$56,309 in Measure B funds for the provision of Creeks Program youth and community watershed education programs in Fiscal Year 2010.

DISCUSSION:

The Creeks Restoration and Water Quality Improvement Division (Creeks Division) recommends that the City contract with AFS to provide youth watershed education programs and support the continuation of community events and programming at the South Coast Watershed Resource Center. Youth education is a key component of the Creeks Division's Public Education Plan, along with ongoing efforts to reduce urban runoff pollution and improve ocean water quality at the beach. By providing clear and engaging activities for youth and the community regarding the importance of clean water and the causes of pollution, people are able to develop an appreciation of creek and ocean water quality and adopt appropriate behaviors to protect and improve it.

AFS is a non-profit organization with a primary focus on environmental education for youth. Since 2002, the Creeks Division has implemented an education program for elementary age children as well as community outreach programming based out of the Watershed Resource Center. Last year, AFS educated over 1,500 students through Creeks Division programs. From 2002-2008, a City Watershed Educator also conducted watershed presentations for youth on behalf of the Creeks Division. Starting in Fiscal Year 2010, the City Watershed Educator will no longer be available to present watershed lessons for the Creeks Division. The proposed contract with AFS would continue and expand an existing and successful education partnership to meet the City Storm Water Management Plan's (SWMP) goal for the number of students reached annually.

Scope of Work

Under the proposed contract, AFS will provide 4 water quality education programs for schoolchildren within the City of Santa Barbara. These programs include: 1) a 3-part Creek Kids series that is targeted to 4th through 6th grade students; and 2) field trips to the Watershed Resource Center at Arroyo Burro Beach for kindergarten through 6th grade. To compensate for the absence of a City Watershed Educator and to reach additional students, the scope of work also includes the following new elements: 3) in-class creek lessons focusing on the watershed model; and 4) hands-on water quality education activities at community and school events, including science nights. The AFS programs are correlated to state standards and designed to complement other Creeks Division youth education programs. Additionally, the proposed contract includes a partnership with Santa Barbara County to fund a part time (10 hours/week) staff person to manage and administer the Watershed Resource Center.

During Fiscal Year 2010, it is anticipated that AFS will conduct 160 presentations over a 12-month period, reaching at least 3,000 schoolchildren. AFS will also provide staffing and support to multiple community programs hosted at the Watershed Resource Center. New themes and special projects will be developed in Fiscal Year 2010 to maintain an evolving program with fresh elements for teachers and students.

Regional Integration

In addition to providing watershed youth education programs within the City, AFS is under contract with the County of Santa Barbara to provide similar programs to school children in other areas in the County. AFS will continue providing educational programming throughout Santa Barbara County in Fiscal Year 2010. The Creeks Division recommends that the City and County continue to work with AFS to provide similar and consistent watershed education programs.

BUDGET/FINANCIAL INFORMATION:

The total cost of the contract with AFS is \$56,309. Funds for this contract are available in the proposed Creeks Division Fiscal Year 2010 Operating Budget.

SUSTAINABILITY IMPACT:

Reducing the impact of polluted urban runoff from developed areas is critical for the protection of water quality in the City. An important goal of the Creeks Division public outreach effort is to educate residents about specific behaviors and habits that can improve water quality. Providing educational activities for youth and the community helps participants develop an appreciation of local creek and ocean water quality and adopt appropriate behaviors to protect and improve it.

PREPARED BY: Cameron Benson, Creeks Restoration/Clean Water Manager

SUBMITTED BY: Nancy Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office